

Hui Fang

UX/UI Designer

With UX/UI design experience at a SaaS FinTech startup, and I have led design in a nationwide B2B trade show exhibit company for 3 years



HuiFang.ca

Experience

Freelance - UX/UI designer

August 2020 - present | Toronto, ON

- Worked with startups to lead style guides and user flows for business websites
- Created sitemaps, wireframes, and mockups for websites or mobile apps using bootstrap structures and prototyping tools like figma
- Conducted research and usability testing to verify design concepts
- Collaborated with developers to manage workflow and deliverables

Proto.cx - UX/UI designer

May 2022 - July 2022 | Toronto, ON

- Redesigned the sign-up/login system and introduced social logins to the SaaS application, improving the conversion rate by 15% in two months
- Created user experiences and interfaces using Figma and Adobe suite
- Presented design thinking and solutions to a 7 people product team
- Revamped company's website flow and navigation menus
- Designed and organized design systems for the SaaS product

Canadian Federation of Independent Grocers - Multimedia/Product Designer

June 2019 - May 2022 | North York, ON

- Designed creative themes and design systems for 6000+ people attending trade shows, increasing attendance by 10%
- Collaborated with a 6 people marketing team to develop concepts and content for marketing campaigns, attracting 150+ potential exhibitors
- Responsible for all the design of print and digital marketing materials and corporate website maintenance
- Viewed and approved designs from external consultants to develop visual sign system for trade shows and conferences

Freelance - Front End Developer (React.js)

November 2020 - May 2021 | North York, ON

- Created wireframes, low-fidelity and high-fidelity prototypes, and then transform them into functional web pages
- Built front-end responsive grid layouts by Bootstrap
- Contributed to develop React UI interactive components

Grocery Innovation Canada - Junior Graphic designer

March 2018 - May 2019 | North York, ON

- Designed brochures, posters, magazine ads, and infographics for conferences and trade shows promotion
- Created marketing visuals for the show websites and social media
- Utilized responsive design to create Enewsletters

Contact

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Education

Diploma - Interactive Media Design

Seneca College

2015 - 2017 | Ontario, Canada

Bachelor's Degree - Graphic Design

Hubei University of Technology

2010 - 2014 | Hubei, China

Certificate

Google UX Design Professional

December 2021 | Coursera

Skills

Design Thinking

Visual Design

Branding Design

User Research

Competitive Analysis

Design System

Information Architecture

Wireframing and Prototyping

User Testing

Presentation

HTML + CSS + JavaScript

Toolbox

Adobe Creative Suite, Figma, Sketch, Zeplin, GitHub, React.js, VS code, WordPress